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Source Spot Image / IMM

> What is Spot Image aiming to achieve through its Web presence?

We are simply looking to establish our presence in a constantly evolving environment. The rise of Google Earth and others signals a major shift that has brought satellite imagery within reach of everybody, spawning a society of neophyte geographers. We couldn't afford to stay on the sidelines and let this evolution in Web services pass us by. Indeed, the images of Belgium, France, Luxembourg, Portugal and Spain in Google Earth are from SPOT 5. But we intend to go further still.

> So, what are you proposing?

We want to fulfil the expectations of these new imagery consumers. That means adapting our offering to the needs of an audience that likes and uses

satellite imagery. To begin with, we intend to make it easier for people to access our data through a new version of our catalogue. A bank of imagery aimed at the general public should be on line by this summer. Customers will be able to pay for images on line.

> Will there be more specific services to support this new mode of access?

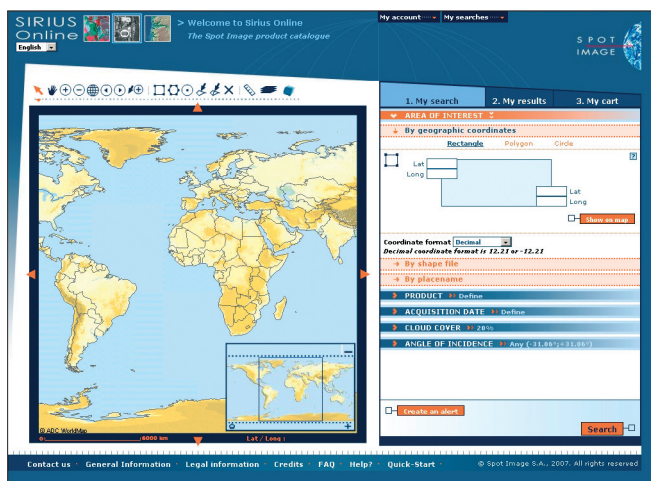
Yes, we want to provide additional services that will make it even easier to use our data. We intend to make our imagery as compatible, easy to use and easy to integrate as possible. We will also offer the ability to keep track of an area of interest, since we have the resources to acquire imagery of the same point on the globe over several days in succession. Lastly, we want to conceive a genuine global sales portal with our partners.

> Might this new Web offering not interfere with Spot Image's more traditional business?

No, because we're talking about a gradual evolution and we should distinguish neophyte geographers from our usual customers. The former will be content to purchase imagery through pre-defined packages and then manage on their own. The latter are professionals looking to satellite data to address specific issues and they will still need our expertise.

> Could this Web presence enable Spot Image to better adapt its portfolio as a whole?

Of course, we intend to leverage our Web offering to refine our market knowledge and stay ahead of demand. We will be involving our partners in the implementation of this e-business strategy, because we want to stay close to our customers. In this way, our Web presence will further enhance the level of service we deliver to them. ■



Searching with the new Sirius Online catalogue.